

In the claims:

1. (Currently Amended) A method of servicing a plurality of customers or potential customers ~~of~~ among a plurality of builders by a third-party website provider, such method comprising the steps of:

~~the customer and builder entering into a contract to build or rehabilitate real estate for the customer at a building site of the real estate, said contract forming a pre-existing contract;~~

providing a first website by the third-party website provider for use by the plurality of customers or potential customers in viewing and selecting product options of product offerings available from or through the plurality of builders, an information content of at least some customers of the plurality of customers within said first website being password protected by a respective password of the at least some customers of the plurality of customers ~~the customer~~;

a customer of the plurality of customers and a builder of the plurality of builders entering into a contract to build or rehabilitate real estate for the customer at a building site of the real estate, said contract forming a new contract or a modification or amendment of a pre-existing contract;

providing a variety of related forms to be filled out by the customer and ~~provide contract support services to be selected by the customer through the first website where said contract support services are selected from the group consisting of lending, closing, title, tax, government, permits, insurance, inspection, appraisal, RESPA, warranty and moving;~~

providing a second website associated with the first website by the third-party website provider for entry of information related to the customer by the builder said second website being password protected by the builder;

receiving from the customer through the first website a view and selection of an option of the options provided by the builder;

incorporating the selected options, and a content of the filled in forms ~~and selected contract support services~~ into a modification of the ~~pre-existing~~ contract; and

collecting a fee or commission based upon the products viewed by and selections made by the customer.

2. (Original) The method of servicing a customer of a builder as in claim 1 wherein the step of providing related forms further comprise filtering and supplying product information, contract, financing, closing, ~~and post-sale~~ forms and information.

3. (Currently Amended) The method of servicing a customer of a builder as in claim 1 ~~wherein the step of providing related services further comprises~~ comprising the first website offering purchase and pre-purchase information, promoting a buyers' group service or a plurality of builders for volume discounts and advertising, providing lending, closing, title, tax, ~~government~~, permits, insurance, inspection, appraisal, RESPA, utility, warrantee, and moving information services, and providing warrantee and product information, and customer and sales support.

4. (Original) The method of servicing a customer of a builder as in claim 1 wherein the step of providing the first website further comprises providing an online deposit system.

5. (Original) The method of servicing a customer of a builder as in claim 4 further comprising purchasing extras using the online deposit system.

6. (Original) The method of servicing a customer of a builder as in claim 1 wherein the step of providing the first website further comprises providing order verification and tracking.

7. (Original) The method for servicing a customer of a builder as in claim 1 further comprising collecting data concerning buying trends.

8. (Original) The method for servicing a customer of a builder as in claim 1 wherein the step of providing the first website further comprises allowing manufacturers, sub-contractors, and vendors to pre-view potential orders, groups of orders, and customer product viewings.

9. (Original) The method for servicing a customer of a builder as in claim 1 further comprising providing web and communications tools to the builder, sub-contractors, and suppliers.

10. (Previously Presented) The method for servicing a customer of a builder as in claim 9 further comprising defining the web and communication tools as at least one of

the group consisting of e-mail, real-time chat, calendars, escrow services, e-business services, job reports, notices, attendance tracking, buyer satisfaction ratings, next day activity lists, job logs, messaging, post-its, sample request-taking system, and threaded discussion groups.

11. (Previously Presented) The method for servicing a customer of a builder as in claim 1 further comprising collecting up-front access, semi-custom web design, and data service fees or commissions from the builder and third-party advertisers.

12. (Original) The method for servicing a customer of a builder as in claim 1 wherein the step of providing the first website further comprises allowing manufacturers, sub-contractors, and suppliers to advertise their products through the system.

13. (Currently Amended) An apparatus for servicing a plurality of customers or potential customers of among a plurality of builders by a third-party website provider, such apparatus comprising:

~~— means for establishing the terms of a contract between the customer and the builder to build or rehabilitate real estate for the customer at a building site of the real estate, said contract forming a pre-existing contract;~~

means for providing a first website by the third-party website provider for use by the plurality of customers in viewing and selecting product options of product offerings available from the plurality of builders, an information content of at least some customers of the plurality of customers within said first website being password

protected by a respective password of the at least some customers;

means for establishing the terms of a contract between a customer of the plurality of customers and a builder of the plurality of builders to build or rehabilitate real estate for the customer at a building site of the real estate, said contract forming a new contract or a modification or amendment of a pre-existing contract;

means for providing a variety of related forms to be filled out by the customer ~~and providing contract support services to be selected by the customer through the first website where said contract services are selected from the group consisting of lending, closing, title, tax, government, permits, insurance, inspection, appraisal, RESPA, warranty and moving;~~

means for providing a second website associated with the first website by the third-party website provider for entry of information related to the customer by the builder said second website being password protected by a password of the builder;

means for receiving from the customer through the first website ~~a view and~~ selection of an option of the options provided by the builder;

means for incorporating the selected options~~[[, a]]~~ and content of the filled in forms ~~and selected contract support services~~ into a modification of the ~~pre-existing~~ contract; and

means for collecting a fee or commission based upon the products viewed by and selections made by the customer.

14. (Previously Presented) The apparatus for servicing a customer of a builder as in claim 13 wherein the means for

providing related forms further comprises means for filtering and generating contract, financing, closing, and forms and information.

15. (Currently Amended) The apparatus for servicing a customer of a builder as in claim 13 ~~wherein the means for providing related services further comprises~~ comprising means for offering purchase and pre-purchase information, promoting a buyers' group service or a plurality of builders for volume discounts and advertising, facilitating lending, closing, title, tax, ~~government~~, permits, insurance, inspection, appraisal, RESPA, utility, warrantee, and moving information services, and providing post-closing warrantee and product information, and customer and sales support.

16. (Original) The apparatus for servicing a customer of a builder as in claim 13 wherein the means for providing the first website further comprises means for offering an online deposit system.

17. (Currently Amended) The apparatus for servicing a customer of a builder or plurality of builders as in claim 16 wherein the means for offering the online deposit system further comprises means for purchasing extras.

18. (Currently Amended) The apparatus for servicing a customer of a builder or plurality of builders as in claim 13 wherein the means for providing the first website further comprises means for providing order verification and tracking.

19. (Currently Amended) The apparatus for servicing a customer of a builder or plurality of builders as in claim 13 further comprising means for collecting data concerning buying trends.

20. (Currently Amended) The apparatus for servicing a customer of a builder or plurality of builders as in claim 13 wherein the means for providing the first website further comprises means for allowing manufacturers, sub-contractors, and vendors to pre-view potential orders, groups of orders, and customer or plurality of builders product viewings.

21. (Currently Amended) The apparatus for servicing a customer of a builder or plurality of builders as in claim 13 further comprising means for providing web and communications tools to the builder, sub-contractors, and suppliers.

22. (Currently Amended) The apparatus for servicing a customer of a builder or plurality of builders as in claim 21 wherein the web and communication tools further comprise at least one of the group consisting of e-mail, real-time chat, calendars, escrow services, e-business services, job reports, notices, attendance tracking, buyer satisfaction ratings, next day activity lists, job logs, messaging, post-its, sample request-taking system, and threaded discussion groups.

23. (Currently Amended) The apparatus for servicing a customer of a builder or plurality of builders as in claim 13 further comprising means for collecting up-front

access, semi-custom web design, and data service fees or commissions from the contractor.

24. (Currently Amended) The apparatus for servicing a customer of a builder or plurality of builders as in claim 13 wherein the means of providing the first website further comprises means for allowing manufacturers, sub-contractors, and suppliers to advertise their products through the system.

25. (Currently Amended) An apparatus for servicing a plurality of customers ~~of~~ among a plurality of builders by a third-party website provider, such apparatus comprising:
~~— a contract term establishment processor establishing terms of a contract between the customer and the builder to build or rehabilitate real estate for the customer at a building site of the real estate, said contract forming a pre-existing contract;~~

a first website provided by the third-party website provider for use by the plurality of customers in viewing and selecting product options of product offerings available from the plurality of builders, an information content of at least some customers of the plurality of customers within said first website being password protected by a respective password of the at least some customers;

a contract term establishment processor establishing terms of a contract between a customer of the plurality of customers and a builder of the plurality of builders to build or rehabilitate real estate for the customer at a building site of the real estate, said contract forming a

new contract or a modification or amendment of a pre-existing contract;

a second website associated with the first website provided by the third-party website provider for entry of information related to the customer by the contractor said second website being password protected by a password of the contractor;

a variety of related forms to be filled out by the customer and ~~contract support services to be selected by the customer that~~ are provided through the first website where ~~said contract support services are selected from the group consisting of lending, closing, title, tax, government, permits, insurance, inspection, appraisal, RESPA and moving;~~

a selection processor receiving through the first website views and selections of an option of the options provided by the builder;

a commission processor adapted to collect a fee or commission based upon the received selection made by the customer, and/or the products viewed by the customer; and

a contract term change processor for altering the term of the ~~pre-existing~~ contract based upon a content of the filled in forms and ~~selected contract support services.~~

26. (Previously Presented) The apparatus for servicing a customer of a builder as in claim 25 wherein the related forms further comprise product information, contract, financing, closing, and forms and information.

27. (Canceled).

28. (Currently Amended) The apparatus for servicing a customer of a builder or plurality of builders as in claim 25 wherein the first website further comprises an online deposit system.

29. (Currently Amended) The apparatus for servicing a customer of a builder or plurality of builders as in claim 28 wherein the online deposit system further comprises a credit source for the purchase of extras.

30. (Currently Amended) The apparatus for servicing a customer of a builder or plurality of builders as in claim 25 wherein the first website further comprises an order verification and tracking system.

31. (Currently Amended) The apparatus for servicing a customer of a builder or plurality of builders as in claim 25 further comprising a system for collecting data concerning buying trends.

32. (Currently Amended) The apparatus for servicing a customer of a builder or plurality of builders as in claim 25 wherein the first website further comprises a system for allowing manufacturers, sub-contractors, and vendors to pre-view potential orders, groups of orders, and customer product viewings.

33. (Original) The apparatus for servicing a customer of a builder as in claim 25 further comprising web and communications tools available to the builder, sub-contractors, and suppliers.

34. (Currently Amended) The apparatus for servicing a customer of a builder or plurality of builders as in claim 33 wherein the web and communication tools further comprise at least one of the group consisting of e-mail, real-time chat, calendars, escrow services, e-business services, job reports, notices, attendance tracking, buyer satisfaction ratings, next day activity lists, job logs, messaging, post-its, sample request-taking system, and threaded discussion groups.

35. (Canceled).

36. (Original) The apparatus for servicing a customer of a builder or plurality of builders as in claim 25 wherein the first website further comprises a system for allowing manufacturers, sub-contractors, and suppliers to advertise their products.

37. (New) A method of offering or servicing a plurality of customers and/or a plurality of builders, including actual or prospective buyers or renters of real estate, among a plurality, consortium or conglomeration of builders, including actual or prospective sellers or lessors of residential or commercial real estate and/or a plurality of contractors or sub-contractors for construction services on real estate and/or a plurality, consortium or conglomeration of product manufacturers, sellers or distributors of a plurality of products and/or services for installation into real estate or buildings of the customers through a third-party website provider, such method comprising the steps of:

the plurality of builders providing a plurality of product offerings, including multiple and varied physical products from a plurality of product manufacturers or suppliers to be installed at a building site into real estate and/or construction services to build and/or install such products or combinations of products which, taken together can constitute a product offering, grouping or class of product offering, or a plurality of product offerings through a first website provided by the third-party website provider;

a customer of the plurality of customers and a builder of the plurality of builders presenting for sale and/or entering into a contract to build or rehabilitate real estate for the customer at a building site of the real estate, said contract modifying a pre-existing contract for real estate or providing a separate contract for product offerings related to real estate and/or to incorporated into real estate;

the customer viewing and selecting a product offering or a product option of product offerings available from or through the builder, builders, prospective builder or prospective builders through the first website

receiving from the customer through the first website a selection of an option or product offering of the options and product offerings provided by the builder, builders, prospective builder or prospective builders;

incorporating the selected product offering or options into a modification, rider or amendment of the pre-existing contract for real estate or forming a new contract for product offerings related to the pre-existing or new contract for the real estate; and

the third-party website provider collecting a fee or commission based upon the product offering or offerings viewed by and/or product offering, offerings selection or selections made by the customer.

38. (New) The method of servicing the plurality of customers and/or the plurality of builders as in claim 37 further comprising the third-party website collecting a fee or commission based upon the activity generated by the use of the third-party web-site by the plurality of customers and builders, and the viewing and/or selecting among the plurality of product offerings viewed by and or product offerings or selections made by the plurality of customers and/or the plurality of product offerings offered by the builders or a plurality of product offerings suggested by the third-party web-site to be offered or incorporated into a contract for real estate or building.

39. (New) The method of servicing the plurality of customers and/or plurality of builders as in claim 38 further comprising the third-party web-site collecting a fee or commission based upon an analysis of data from activity generated by use of the third-party website including a plurality of related or unrelated data obtained from activity of the third-party website and analysis of said activity and data and relational or statistical trends to evaluate and/or focus the product offerings made to a customer of the plurality of customers of the third party web-site among the plurality of product offerings.

40. (New) The method of servicing the plurality of customers as in claim 39 further comprising

the third-party web-site further focusing use and deployment of product offerings with marketing and sales strategies targeted to a plurality of future users of the third-party website or based upon the analysis of data from the activity generated by past use of the third-party website including the plurality of related or unrelated data obtained by the activity of the third-party website and the analysis of said activity and data and relational or statistical trends to evaluate and/or focus the product offerings made to a user of the plurality of users of the third party web-site among the plurality of product offerings suggested by the third-party web-site to be offered to related or incorporated with a contract for real estate or building .

41. (New) A method of servicing customers of a plurality of builders or a plurality of builders through a third-party website provider, such method comprising the steps of:

- the plurality of builders providing product offerings to customers through a first website provided by the third-party website provider;

- a customer of the plurality of customers and a builder of the plurality of builders entering into a contract to build or rehabilitate real estate for the customer at a building site of the real estate, said contract forming a pre-existing contract;

- the customer viewing and selecting product options of product offerings available from or through the builder through the first website;

receiving from the customer through the first website a selection of an option of the options provided by the builder;

incorporating the selected options, into a new or modification of the pre-existing contract; and

the third-party website collecting a fee or commission based upon the products viewed by and selections made by the customer.